

Learning Modules on Social Norms: Using the 2003 Wisconsin Youth Risk Behavior Survey Results



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Table of Contents

	Page
Acknowledgements	iii
Introduction	v
Youth Risk Behavior Survey Websites	vii
What is Your YRBS IQ?	1
What is Your Depression/Suicide IQ?	6
For Better or for Worse...A Decade of Trends	9
Health Risks...Stand and Be Counted	12
Perceptions	15
Perception vs. Reality	16
Majority Rules	19
Health Norms.....	21

Note to Wisconsin Teachers on the Use of the Document

Based on educational research, one of the most important characteristics of an effective health curriculum is the use of normative education. Research points out that when students believe that they are in the majority with respect to positive health beliefs, attitudes, and behaviors they will continue to engage in that activity. When students believe that most of their peers are taking part in a risky behavior, they are more likely to do so themselves. Students often hold mistaken beliefs, for example, that the majority of their peers smoke or are sexually active, when, in fact, it is a minority. Normative education seeks to correct such mistaken beliefs so students see that healthy behaviors are the norm.

“Normative education is essential in shaping beliefs, attitudes, and behaviors.”
(The Power of Teaching, 1998)

The Department of Public Instruction (DPI), through its graduate level summer classes called the Power of Teaching, has found that teachers report that normative education was one of the weakest areas in their curriculum. The Power of Teaching participants have requested strategies and methods they could use to infuse normative education into their health education units.

The Wisconsin Youth Risk Behavior Survey (YRBS) is conducted every other year as part of a national effort by the U.S. Centers for Disease Control and Prevention to monitor health risk behaviors of the nation's high school students. The 2003 Wisconsin YRBS provides findings in eight priority areas: protective assets; traffic safety; weapons and violence; suicide; tobacco use; alcohol and other drug use; sexual behavior; and diet, nutrition and exercise. This resource is the first attempt by the DPI to put together ideas teachers can use to present health behavior information to Wisconsin high school students.

The Department of Public Instruction (DPI) has administered the YRBS every two years beginning with 1993. The YRBS was administered to 2121 students in 50 public high schools in Wisconsin in the spring of 2003. The survey results are representative of ninth through twelfth grade public high school students in Wisconsin.

Survey procedures were designed to protect the privacy of students by allowing anonymous and voluntary participation. Local parent permission procedures were followed before administration, including informing parents that their child's participation was voluntary.

These strategies could be done at the beginning of a particular health unit to assess current student knowledge, beliefs, and attitudes about that issue; used as a general overview of risk taking by youth in Wisconsin; or used to increase student comfort level with student survey data. It could be used in the middle or end of a health unit to measure knowledge about norms or trends on a particular health behavior. It also could be used in a math or statistics class to process information about surveys.

The DPI felt it was important to connect these strategies to the Wisconsin Health Education standards. The following standards are emphasized in each of the strategies:

- A. Students in Wisconsin will understand concepts related to personal health promotion and disease prevention. (Standard A)
- B. Students in Wisconsin will demonstrate the ability to use goal-setting and decision-making skills to enhance health. (Standard C)
- C. Students in Wisconsin will demonstrate the ability to access valid health information and services. (Standard D)
- D. Students in Wisconsin will demonstrate the ability to use effective interpersonal communication skills to enhance health. (Standard F)

We, at DPI, hope that you will find this packet of instructional strategies to be of benefit as you put together a state-of-the art unit of instruction concerning youth health risk behaviors.

Wisconsin Youth Risk Behavior Survey Website

Reports and additional information on the Wisconsin Youth Risk Behavior Survey can be found at the Department of Public Instruction's website:

www.dpi.state.wi.us/dpi/dlsea/sspw/yrbsindx.html

The National Youth Risk Behavior Survey website allows comparison of Wisconsin results to other states and cities, and national results. It can be found at:

www.cdc.gov/nccdphp/dash/yrbs/

What is Your 2003 YRBS Risk IQ?





What is your 2003 YRBS Risk IQ?

In this activity you will be given twelve questions from the 2003 Youth Risk Behavior Survey. Your task will be to give your best guess and then compare your answer with the correct one. Put a star by the items that you overestimated or underestimated by 10% or greater. Your final task will be to graph your answers with the findings from the YRBS.

Physical Activity

1. Percentage of students who reported exercising or participating in vigorous physical activities that made them sweat or breathe hard for at least twenty minutes on three or more of the past seven days is _____.

Weight Management and Dietary Behaviors

2. Percentage of students who are at risk for being overweight or are overweight is _____.

Tobacco Use

3. Percentage of students who smoked a whole cigarette for the first time before age thirteen is _____.
4. Percentage of students who smoked two or more cigarettes per day on the days they smoked during the past thirty days is _____.

Intentional Injury

5. During the past twelve months, the percentage of students who seriously considered attempting suicide is _____.

Traffic Safety

6. During the past thirty days, the percentage of students who drove a car or other vehicle one or more times when they had been drinking alcohol is _____.

Alcohol and Other Drug Use

7. During the past thirty days, the percentage of students who used marijuana _____.
8. Percentage of students who had their first drink of alcohol (other than a few sips) before age thirteen is _____.
9. During the past thirty days, the percentage of students who used any form of cocaine, including powder, crack or freebase one or more times is _____.

Sexual Behaviors

10. During the past three months, the percentage of students who had sexual intercourse with one or more people is _____.
11. Of students who had sexual intercourse during the past three months, the percentage who used birth control pills during last sexual intercourse is _____.

LEARNING MODULES ON SOCIAL NORMS: USING THE
2003 WISCONSIN YOUTH RISK BEHAVIOR SURVEY RESULTS



12. Of students who had sexual intercourse during the past three months, the percentage who used a condom during last sexual intercourse is _____.



Teacher's Information

Usually students will overestimate the frequency of risky behaviors and underestimate positive health choices. In this activity, students are likely to overestimate in questions 2-12 and underestimate in question 1. Each answer also has the corresponding question number as it appears on the 2003 Wisconsin Youth Risk Behavior Survey questionnaire.

- | | | |
|-----|-----|------|
| 1. | 63% | Q 85 |
| 2. | 25% | Q 66 |
| 3. | 17% | Q 29 |
| 4. | 17% | Q 31 |
| 5. | 20% | Q 26 |
| 6. | 14% | Q 11 |
| 7. | 22% | Q 45 |
| 8. | 26% | Q 40 |
| 9. | 4% | Q 49 |
| 10. | 26% | Q 61 |
| 11. | 25% | Q 64 |
| 12. | 65% | Q 63 |



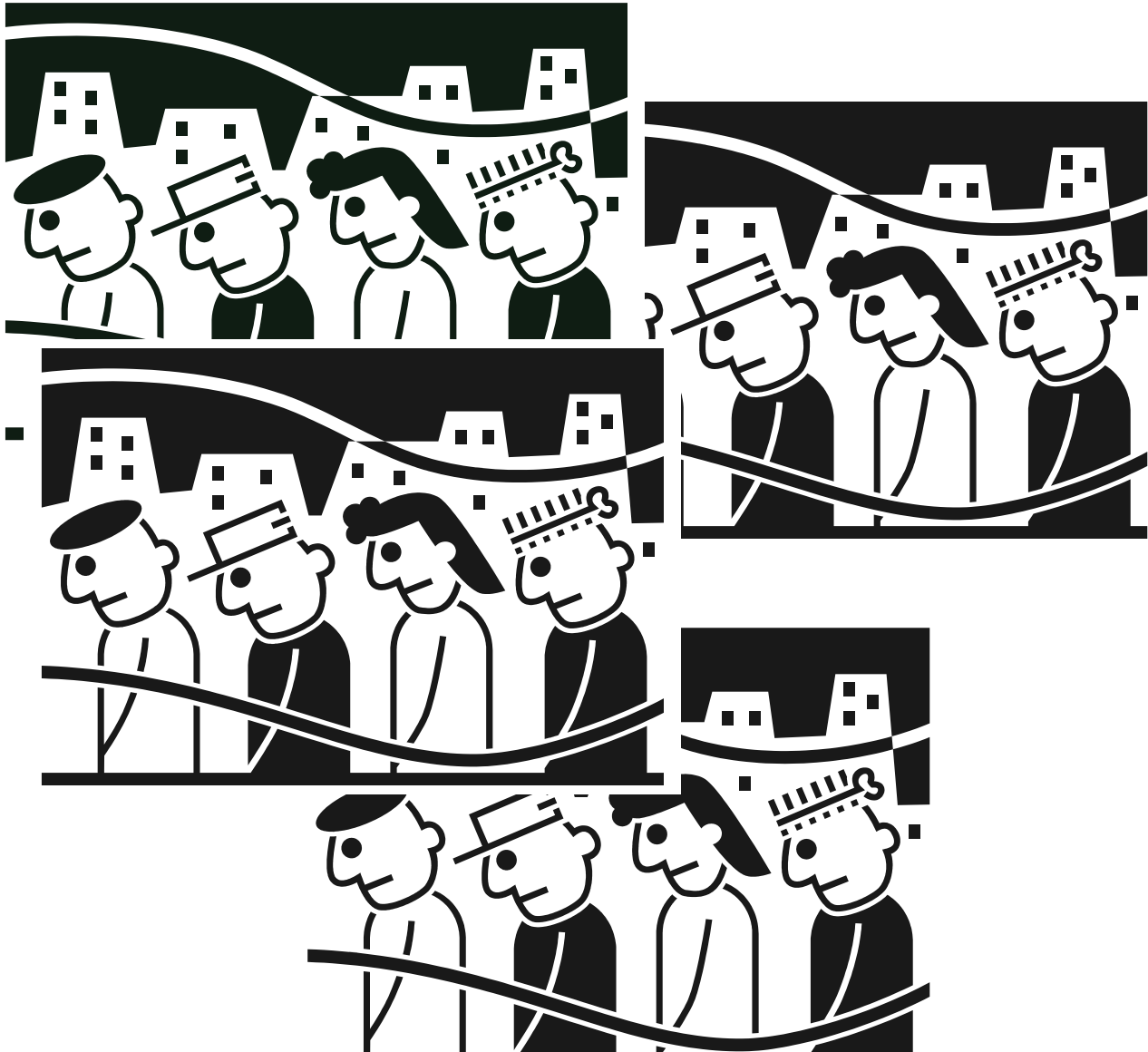
Discussion and Reflection of the Perception IQ Activity

After completing the activity where students estimate the percentage of students engaged in the health risk behaviors, discussion could focus on the following:

Whole Class Activities

1. What percentage of students in the class overestimated the percentage of youth involved in health-risk behaviors?
2. Why do you believe that such a high percentage of the class overestimated these behaviors? (Media, peer influences, desire for acceptance, Coolness factor.)
3. Of the above influences, which one has the greatest influence on your age group and why do you believe that?
4. You could graph the scores of each student answer and compare it to the correct answers. Were there a large number of behaviors that were overestimated? Were these the questions that related to substance use?
5. If you or a small group were to write a statement on the current state of youth health risks based on your findings, what would you say? (For example: There are decreasing numbers of youth tobacco users in Wisconsin.)

What is Your Depression/Suicide IQ?





What is Your Depression/Suicide IQ?

(Teacher Note: Once you have the results of the YRBS in your hands, you can develop your own IQ activities for each of the risk sections and use them at the beginning of your unit on the topic.) Here is sample for the topic area of depression and suicide prevention.

1. During the past twelve months, _____% of Wisconsin high school students (grades 9-12) felt so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities.
2. During the past twelve months, _____% of Wisconsin high school students **seriously** considered attempting suicide.
3. During the past twelve months, _____% of Wisconsin high school **girls seriously** considered attempting suicide.
4. During the past twelve months, _____% of Wisconsin high school students reported actually attempting suicide.
5. Of those students who attempted suicide in the past twelve months, _____% of the students report their attempts resulted in injury, poisoning, or overdose that was treated by a doctor or nurse?

Put a star by those items where you overestimated or underestimated the answer by 5% or more.

Teacher's Information

Answers

1. 25%
2. 20%*
3. 26%**
4. 8%
5. 3%

* Significant decrease between 1993 and 2003, 27% vs. 20%.

** Females are significantly more likely to have seriously considered attempting suicide in the past twelve months than males, 26% vs. 14%.



**For Better ...
or for Worse ...**




A Decade of Trends



For Better or for Worse...A Decade of Trends

Directions

In this activity, you are to decide whether the trend is improving, getting worse, or remaining the same. You will hear (or read about) ten trends based on the Wisconsin Youth Risk Behavior Survey (YRBS) from 1993-2003. Your task is to put your thumb up if you think the trend is improving, thumb down if the trend is getting worse, or the thumb across if you are either not sure or you think there has been no change in this behavior. The YRBS surveys 9th through 12th grade students in Wisconsin public high schools.

	Thumbs UP=	The self-reported norms are getting better.
	Thumbs DOWN=	The self-reported norms are getting worse.
	Thumbs ACROSS=	No change over time.



Teacher's Information

In this activity you are to decide whether the trend is improving, getting worse, you're not sure, or the trend has remained the same. You will be presented with ten health risk trends based on the Wisconsin Youth Risk Behavioral Survey from 1993-2003. Your task is to put your thumb up if you think the trend is improving, thumb down if the trend is getting worse or the thumb across if you are not sure or you think there has been very little (less than 1%) or no change in this behavior. The YRBS surveys 9th through 12th grade students in Wisconsin public schools. *The answers were rounded off to the nearest percent.*

From 1993 to 2003:

1. Current marijuana use (use in the last 30 days) over the years has...
(Thumbs down – Increased significantly – 11% to 22%.)
2. Serious consideration of committing suicide over the past 12 months has...
(A big thumbs up as it decreased – 27%-20%.)
3. Tobacco use over the past thirty days has...
(A big thumb up as it decreased – from 32%-24%.)
4. Fighting at school in the last twelve months has...
(Thumbs up as it decreased from 16% to 12%.)
5. Seat belt use (never, rarely, or sometimes) has...
(Huge thumbs up as it decreased from 51% to 31%.)
6. Binge drinking (five or more drinks in a row within a couple of hours) has...
(Thumbs across as it has remained the same from 29% in 1993 to 28% in 2003.)
7. Students offered, sold, gave drugs at school has...
(Thumbs down as it has increased slightly since 1993 from 20% to 26%.)
8. Sexual behavior, such as ever having sex, sex before 16, and sex in the past 3 months, has...
(All three are thumbs up as all three measures have decreased in the last decade: Ever having sex, 47% to 37%; before 16, 33% to 22%; and sex in the past 3 months, 32% to 26%.)
9. Students trying to lose weight have...
(Thumbs down as it has increased from 44% to 47%.)
10. Students who had at least one drink of alcohol on one or more of the past 30 days have...
(Thumbs across as it has changed little from 48% in 1993 to 47% in 2003.)

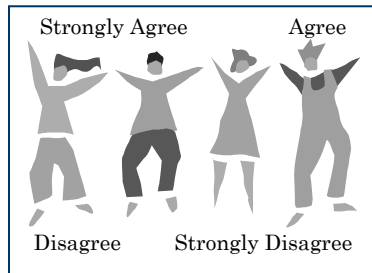


Health Risks

STAND
and Be Counted



Health Risks... Stand and Be Counted

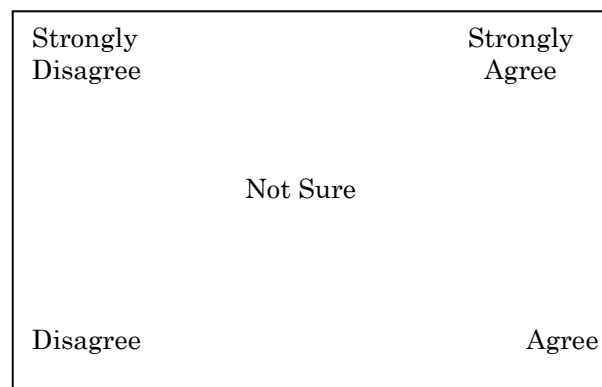


Teacher's Information

For this activity, place five signs around the room. Each sign should say one of the following:

- Strongly Agree
- Agree
- Not Sure
- Disagree
- Strongly Disagree

Place the "Not Sure" sign in the middle of the room. Place the other four signs in the corners of the room (see below).



Directions

In this activity, there are five cards at each of four corners of the room and the center of the room. The five cards say Strongly Agree, Agree, Not Sure, Disagree, and Strongly Disagree. There are ten statements related to Alcohol, Tobacco, and other Drugs based on the results of the 2003 Wisconsin Youth Risk Behavior Survey and you are to position yourself related to the strength of support or opposition to the statement. If you are not sure or are torn between supporting and opposing, please place yourself in the middle of the room in the not sure category.

LEARNING MODULES ON SOCIAL NORMS: USING THE
2003 WISCONSIN YOUTH RISK BEHAVIOR SURVEY RESULTS



1. The percentage of students who have reported drinking alcohol within the last thirty days has decreased since 2001. **(Strongly Agree—has decreased by 7% from 54% to 47%, however, not a significant decrease.)**
2. Since 1993, the percentage of Wisconsin students who have reported ever using marijuana has gone up, but not significantly. **(Strongly Disagree—has increased by 15%, from 23% to 38%.)**
3. In 2003, Wisconsin students reported use of marijuana at least once in their lifetime. Less often than students nationwide in 2001. **(Agree—4% difference from 42% nationally to 38% in Wisconsin.)**
4. Heavy drinking has been linked to multiple sexual partners, marijuana use, and poor academic performance. **(Strongly Agree—Strong correlation exists between alcohol use and these other risk behaviors.)**
5. Male smokers were much more likely than female smokers to report daily smoking over the last 30 days in 2003. **(Disagree—No difference between males and females, 8% vs. 9%, respectively.)**
6. The percentage of students who have reported ever using cocaine in their life has decreased since 1993. **(Strongly Disagree—actually has doubled from 4.6% to 9.9%.)**
7. Smokeless tobacco use (chew, snuff, dip) is more common among males. **(Strongly Agree—13% of males vs. 2% of females.)**
8. Students who report higher grades (mostly A's or B's) are less likely to drink alcohol or use marijuana. **(Strongly Agree—strong *negative* correlation between higher grades and alcohol and marijuana use.)**
9. The percentage of students who have reported binge drinking has gone up significantly since 1999. **(Disagree—actually has gone down from 34% to 28%, however, not a significant decrease.)**
10. According to researchers, drug use has no impact on suicides and unwanted pregnancies. **(Strongly Disagree—the opposite was found.)**

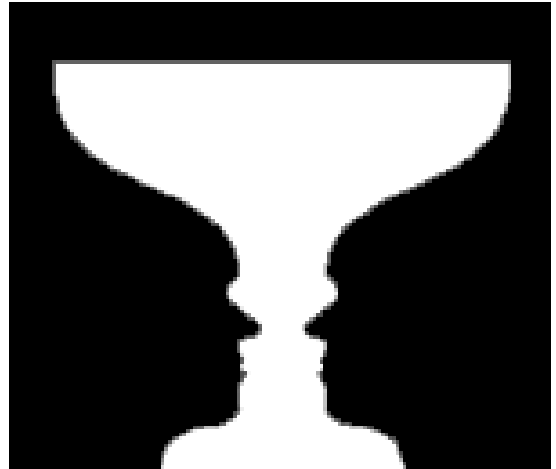
Agree

Strongly
Agree

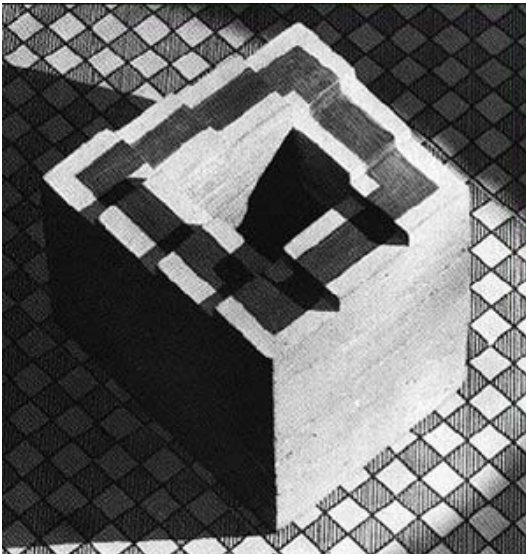
Not
Sure

Disagree

Strongly
Disagree



PERCEPTIONS





Perception vs. Reality

How does Wisconsin compare to the rest of the U.S. in risk behavior?

In this activity, you will be presented with twelve statements comparing risk behaviors from the 2003 Wisconsin YRBS with the 2001 national YRBS results. Your task is to say whether Wisconsin youth reported a higher, lower, or the same (1% or less difference) risk level compared to students nationwide. Answer each statement by circling higher, lower, or same. Or turn the arrow up for higher risk, down for lower risk, or sideways for the same risk.

The percentage of students who report:

1. Never or rarely wearing a seat belt when riding in a car driven by someone else is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
2. Being in a physical fight one or more times during the past 12 months is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
3. Smoking cigarettes on one or more of the past thirty days is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
4. Using chewing tobacco, snuff, or dip on one or more of the past thirty days is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
5. Having at least one drink of alcohol on one or more of the past thirty days is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
6. Using marijuana one or more times during their life is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
7. Being offered, selling or giving an illegal drug on school property during the past twelve months is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
8. Ever having sexual intercourse is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
9. Having been pregnant or gotten someone pregnant one or more times is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME

LEARNING MODULES ON SOCIAL NORMS: USING THE
2003 WISCONSIN YOUTH RISK BEHAVIOR SURVEY RESULTS

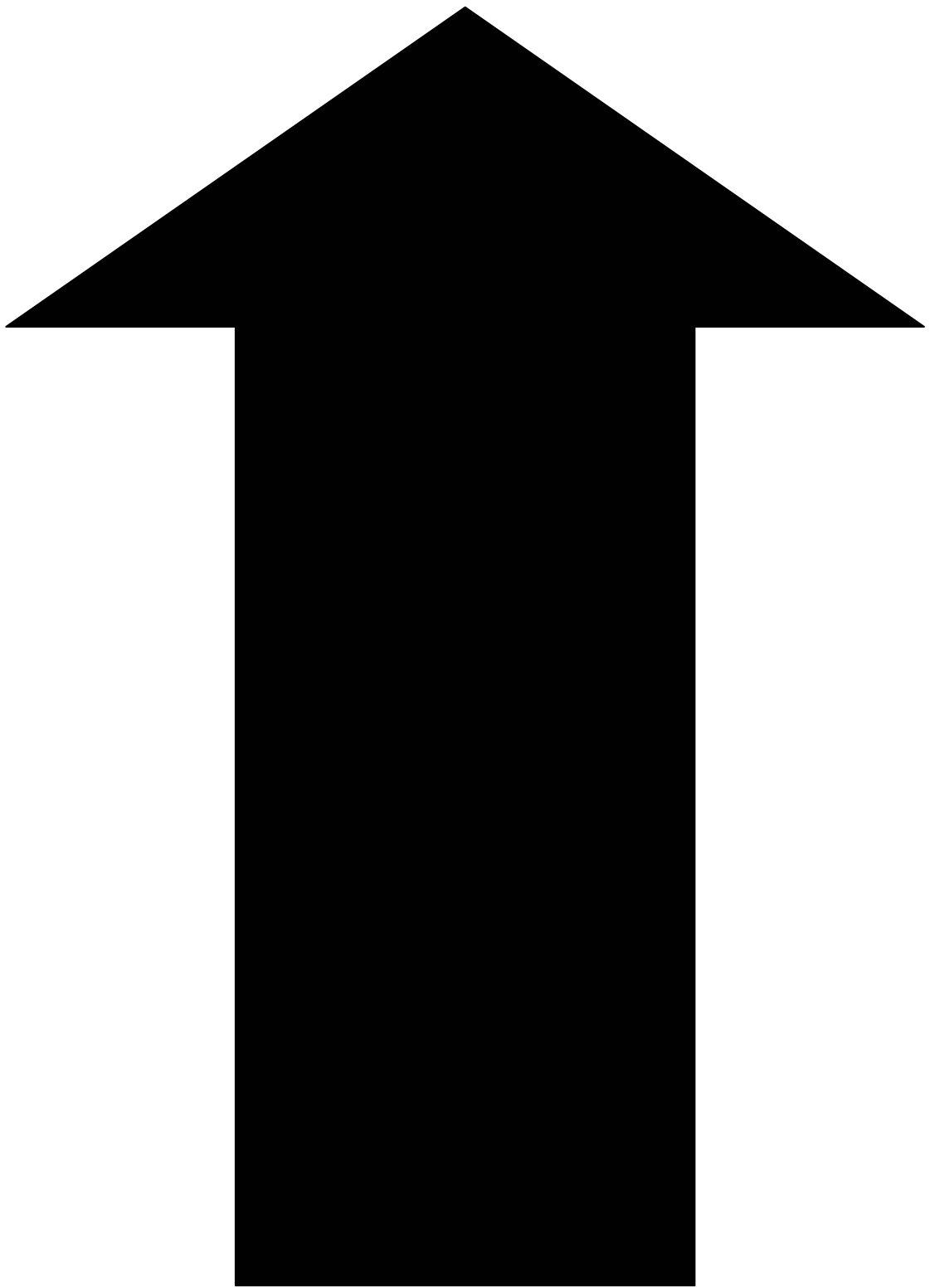


10. Trying to loose weight is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
11. Exercising or participating in physical activities for at least 20 minutes that made them sweat and breathe hard on three or more of the past seven days is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME
12. Participating in no vigorous or moderate physical activity during the past seven days is _____ in Wisconsin, compared to national rates.
HIGHER LOWER SAME

How many did you get right?

Additional Discussion Questions

1. Before you did this activity, did you think any risky behaviors would be much higher in Wisconsin than nationally? Which risky behaviors?
2. Were you surprised how close many of the behaviors were to the national standards? Why or why not?





Perception vs. Reality

Teacher's Information

Answers

- | | |
|--|---------------|
| 1. H (Q. 9) (15.2% Wisconsin vs. 14% Nationally) | _____ Locally |
| 2. L (Q. 18) (31.4% Wisconsin vs. 33% Nationally) | _____ Locally |
| 3. L (Q. 30) (23.6% Wisconsin vs. 28.5% Nationally) | _____ Locally |
| 4. S (Q. 36) (7.9% Wisconsin vs. 8.2% Nationally) | _____ Locally |
| 5. S (Q. 41) (47.3% Wisconsin vs. 47.1% Nationally) | _____ Locally |
| 6. L (Q. 44) (38.1% Wisconsin vs. 42.4% Nationally) | _____ Locally |
| 7. L (Q. 48) (26.3% Wisconsin vs. 28.5% Nationally) | _____ Locally |
| 8. L (Q. 58) (36.8% Wisconsin vs. 45.6% Nationally) | _____ Locally |
| 9. L (Q. 65) (3.2% Wisconsin vs. 4.7% Nationally) | _____ Locally |
| 10. S (Q. 67) (46.9% Wisconsin vs. 46% Nationally) | _____ Locally |
| 11. L (Q. 80) (63.4% Wisconsin vs. 64.6% Nationally) | _____ Locally |
| 12. L (Q. 81) (9.1% Wisconsin vs. 31.2% Nationally) | _____ Locally |



Majority Rules

Put a "+" sign next to the statements you feel the majority (more than half) of Wisconsin high school students **support** and a "-" next to those statements that you feel that a majority **does not support**.

Answer " + " or " - "	
	1. I approve of people having five or more drinks of alcohol in a row once or twice each weekend
	2. I believe people risk harming themselves (physically or in other ways) if they have five or more drinks of alcohol in a row once or twice each weekend
	3. I agree that students in college have more pressure to binge drink (five or more drinks of alcohol in a row) than people of the same age who are not in college.
	4. I approve of people smoking marijuana occasionally.
	5. I believe people risk harming themselves (physically or in other ways) if they smoke marijuana occasionally.
	6. I approve of people using violence against another person.
	7. I believe people risk harming themselves (physically or in other ways) if they use violence against another person.
	8. I believe it is important for me to delay having sexual intercourse until I'm married, engaged, or an adult in a committed relationship.



Majority Rules

Teacher's Information

Answers

1. -, 17%
2. +, 74%
3. +, 56%
4. -, 19%
5. +, 68%
6. +, 81%
7. -, 19%
8. -, 40%, however another 18% report not being sure

Discussion Questions

1. What item surprises you the most, and why?
2. How does perception shape reality when it comes to risk behavior? (If the perception is that a lot of youth are doing the behavior, it gives the person license to do it as well.)



Health Norms

Using the Information from the 2003 Youth Risk Behavior Survey

Directions

In this activity, you are to read each statement and answer by choosing A, B, C, or D, based on your perception of what you know to be true. When you have completed all ten questions, go back and rate how sure you are about your answers by using a scale of 1-10 (1 being not sure at all, 10 being very sure). **Each number can only be used once.** For the answer you are "most sure" about, put the number 10 in the space provided. For the answer you feel is the "second most sure" of your responses, put a number 9 in the space provided. Continue on, using all ten numbers until you reach the answer you are not very sure at all is correct, then put the number 1 in the space provided.

1. The percentage of Wisconsin high school students who had at least one drink of alcohol in the past thirty days is _____.
A. 29%
B. 40%
C. 47%
D. 65%
How sure are you of this answer? _____
2. The percentage of Wisconsin high school students who disapprove or strongly disapprove of having five or more drinks within a couple of hours once or twice each weekend is _____.
A. 2%
B. 15%
C. 25%
D. 36%
How sure are you of this answer? _____
3. The percentage of Wisconsin high school students who describe themselves as very overweight is _____.
A. 4%
B. 10%
C. 25%
D. 50%
How sure are you of this answer? _____
4. In a group of 100 Wisconsin high school students, this is the number that reported consuming five or more servings of fruits and vegetables in the last day.
A. 2 students
B. 7 students
C. 15 students
D. 27 students
How sure are you of this answer? _____

LEARNING MODULES ON SOCIAL NORMS: USING THE
2003 WISCONSIN YOUTH RISK BEHAVIOR SURVEY RESULTS



5. In a group of 100 Wisconsin high school students, this number of high school students engaged in physical activity that made them sweat and breathe hard every day in the last week.
- A. 1 student
 - B. 10 students
 - C. 20 students
 - D. 50 students
- How sure are you of this answer? _____
6. The percentage of high school students reporting using marijuana in the last thirty days is _____.
- A. 22%
 - B. 44%
 - C. 66%
 - D. 88%
- How sure are you of this answer? _____
7. The percentage of high school students reporting that they never have used cocaine in their lives is _____.
- A. One-eleventh of the students
 - B. One-quarter of the students
 - C. One-half of the students
 - D. Nine-tenths of the students
- How sure are you of this answer? _____
8. The percentage of high school students that report having been forced, either verbally or physically, to take part in a sexual activity is _____.
- A. 99%
 - B. 51%
 - C. 24%
 - D. 9%
- How sure are you of this answer? _____
9. Smokeless tobacco use is more common among males. Out of 100 girls, how many are likely to be regular spit tobacco users?
- A. 1
 - B. 10
 - C. 30
 - D. 50
- How sure are you of this answer? _____
10. The percentage of students who have seriously considered suicide in the last year is _____.
- A. 5%
 - B. 20%
 - C. 50%
 - D. 75%
- How sure are you of this answer? _____



Health Norms

Teacher's Information

Answers

1. C
2. D
3. B
4. B
5. C
6. A
7. D
8. D
9. A
10. B



Health Norms

Scoring Yourself

Now that you are finished and have been given the correct responses, add up the ratings for those questions you answered correctly (1-10 that you had filled in for each question). The highest score you can receive is 55 if you got them all right.

Discussion Questions

How did you decide which statements were the most challenging? (Topic, previous knowledge, friends that have engaged in the risky behavior.)